



CALPEEK

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CAMPAIGN '96: ARE VOTERS READY TO INHALE??

Editor's note: Prop. 215, an initiative which would allow the medical use of marijuana without criminal penalties, appears headed for a win on Nov. 5th. Can Calif.'s law enforcement community stop it? Here is **Calpeek's** update & analysis...

...The latest Field Poll shows #215 leading by a wide margin: 62% yes to 29% no. The race is much closer in an L.A. Times survey: 53% yes to 31% no. And **Calpeek** sources know of a private poll (800 sample size) which shows YES on 215 at only 51%. So it's possible the NO side is beginning to narrow the gap...

...The big question for the NO side, known as *Citizens for a Drug-Free Calif.*, is whether they can raise the funds to get their message out?? Sources tells **Calpeek** that law enforcement may have credibility on their side, but police groups generally are not known as good fundraisers. Nevertheless, NO on 215 will be on several slates and although they aren't on tv with their own spot, Bob Dole has been bashing Pres. Bill Clinton with a :30-sec. tv anti-drug ad focusing on pot. Insiders are not sure what impact this ad is having on the 215 battle, but it's not hurting Pres. Clinton at this point. Dole opposes to 215. Ditto Pres. Clinton's Federal drug czar, Ret. Gen. Barry McCaffrey...

...The key argument against Prop. 215 by opponents is that the initiative is full of loopholes. For example: 215 exempts persons from 2 drug statutes: #11357 and #11358. These health & safety codes deal with possession & growing your own pot. Question: *how do you get the seeds to grow your own???* It's still illegal to sell the seeds. In other words, the supply questions about 215 are iffy. In addition, there is a fear of abuse by unethical doctors (the *Dr. Feelgoods* in Calif., who might write pot letters for a price)...

...But there's no doubt that marijuana does have some medical benefits, especially in the treatment of cancer & AIDS. And there are some MDs who say that pot is much better than Marinol (synthetic THC), which may have side effects and is costly. YES on 215, known as *Californians for Medical Rights*, has won endorsements from the S.F. Medical Society (CMA's local affiliate); the CA Nurses Assn., CA Nurses Alliance and AIDS Project Los Angeles - so YES on 215 does have some solid health/MD groups on their side. The powerful CA Medical Assn. (CMA) is neutral, saying that definitive studies need to be done to determine the exact impact of marijuana as a medical treatment...

...FYI: Has Calif. AG Dan Lungren (R) unnecessarily turned his criticism of Garry Trudeau's Doonesbury cartoon strip (focusing on 215) into a statewide story? *Doonesbury* and #215 weren't even in the daily political buzz until the AG opened up against Trudeau and 215 on Oct. 1st. Does Lungren's criticism of *Doonesbury* help or hurt #215?? The jury is still out. Stay tuned...

CAMPAIGN '96: CALIF. STATE SENATE ELECTIONS.

Editor's note: With 29 days to go before the Nov. 5th election, most insiders continue to predict that Demo Senate Leader Bill Lockyer will continue to hold onto his majority in the legislature's upper house. Here is our brief update & analysis...

...**The current lineup:** 22 Demos, 16 Republicans and 2 independents (Kopp & Killea). On the table on Nov. 5th are 20 even-numbered seats. Sources see 8 safe GOP seats: Leslie(1st), Knight(17th), Wright(19th), Mountjoy(29th), Brulte(31st), Lewis(33rd), Johnson(35th) and Kelley(37th). The 5 safe Demo districts are: Burton(3rd), Lee(9th), Vasconcellos(13th), Hayden(23rd) and Hughes(25th). **Leaning Demo:** Sher(11th), Johnston(5th) and Alpert(39th)...

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...***Up for Grabs.*** The battle for control of the State Senate won't really be decided until **1998**. But in this '96 cycle the battleground rests in 4 districts: 7th SD, 15th SD, 21st SD and the 27th SD. The 7th & 15th are currently held by Demos, while the 21st & 27th are represented by GOP officeholders. If the GOP can take 3 of these 4 seats, then control would be within easier reach in two years. But if Demos take 2 of 4 races in '96, then it's likely they'd be able to hold on in 1998. That's the spin we're hearing...

...Here's our brief assessment. In the 7th S.D., Assemblyman Richard Rainey, the popular former sheriff of Contra Costa Co., is in a dog fight with Contra Costa Co. Sup. Jeff Smith. Although Rainey is a moderate, Smith is trying to link him to conservative U.S. Rep. Bill Baker(R). Outlook: still a toss up, although some sources think Rainey has an edge...

...In the 15th SD, it's war between Assemblyman Bruce McPherson(R) and former Assemblyman Rusty Areias (D). In the head-to-head March primary, Areias got 16,000 more votes than McPherson. Outlook: leans Demo, but it could be close...

...In the 21st SD, this really is a toss up between Demo Adam Schiff and Assemblywoman Paula Boland. Both Lockyer and GOP Leader Rob Hurtt will be throwing massive resources into this race. FYI: bad news for Boland, as a superior court judge refused to dismiss a libel suit against Boland by Bob Oltman, one of Boland's primary opponents. In his lawsuit, Oltman claims that Boland falsely accused him of being against the death penalty. This may hurt Boland...

...And finally, the **27th SD** pits GOP Assemblyman Phil Hawkins against former Demo Assemblywoman Betty Karnette. She's a fighter and is doing well in her Long Beach base, but the key area is Hawkins' 56th AD. Karnette has to make headway here in order to take Hawkins. Outlook: leans GOP, but don't count Karnette out. Stay tuned...

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WOMEN FOR HOST 'STATE OF THE NATION' PANEL.

Women For will host a panel discussion titled "The State of the Nation" featuring L.A. Times columnist Robert Scheer as moderator, with U.S. Sen. Barbara Boxer(D) and U.S. Rep. Henry Waxman(D), 12 noon on Oct. 16, Beverly Hills Hotel. For info 📞(310) 657-7411. Cost is \$65...

CAMPAIGN '96: U.S. HOUSE OF REPRESENTATIVES.

Editor's note: Here's another update on some key U.S. House races in Calif...

☒ **3rd CD** - Although many of our sources still believe U.S. Rep. Vic Fazio(D-Sacto) will hang on to win a 10th term, the *Kick Out Vic* campaign of GOP challenger Tim LeFever is turning up the heat, demanding that Fazio return all campaign contributions from Archer Daniels Midland (ADM), the huge agri-business firm that has just agreed to pay a \$65 million fine for price fixing. The NRCC is providing LeFever with the maximum amount of funding. A recent Mother Jones story noted that Fazio voted for *the GOP's Contract* 34%. FYI: Fazio is on tv hitting LeFever on choice...

☒ **22nd CD** - A poll for KCOY-TV in Santa Maria (1,000 sample size taken in late September) shows U.S. Rep. Andrea Seastrand(R) at 47%, college Prof. Walter Capps(D) at 46% and independent candidate Steve Wheeler at 6%. Still a toss up, but watch out for Reform Party candidate Dick Porter, who has a \$100,000 war chest...

☒ **24th CD** - Demos were very fearful they would lose the 24th CD if they couldn't get a well known candidate to run for this OPEN seat now held by retiring U.S. Rep. Tony Beilenson(D). The feeling was that GOp Rich Sybert would run away with the election, especially if the nominee was Bd. of Equalization Member Brad Sherman, a very bright but not very charismatic Demo. But those feelings of gloom have all but disappeared and there's a strong feeling among insiders that Sherman *will hold* this seat for the Demos, especially if Pres. Clinton carries the 24th CD, which seems likely. While **Calpeek** continues to rate this race as a toss up, sources think it's beginning to lean toward Sherman. FYI: Sherman now has support from all the major law enforcement groups in the 24th CD, including the Ventura Co. Deputy Sheriffs Assn. & ALADS, groups who supported Sybert over Beilenson in '94.

Why the switch? Sherman's strong support for the Violent Crime Control & Law Enforcement Act of 1994 (which banned assault weapons, expanded the death penalty and pro-vided funding for 100,000 new police)...

CAMPAIGN '96: COUNTY BOARD OF SUPES RACES.

Editor's note: Here is Part III of our continuing series of updates on hot County Board of Supervisor races...

☒ **Santa Clara** - There are two(2) OPEN seats up for grabs. In Dist. #5, it's Cupertino Mayor Barbara Koppel(R) vs. Palo Alto Mayor Joe Simitian(D). Why the R & D designation? It's become a very partisan battle because Koppel has been trying to hide her GOP links. Retiring Sup. Dianne McKenna has endorsed Simitian and he has raised more money, yet finished 2nd in the primary. Bad news for Koppel: the San Jose Mercury pulled its endorsement and is now for Simitian. You don't see that very often...

...In the battle for Dist. #3, it's former San Jose Councilwoman Pat Sausedo against Milpitas Mayor Pete McHugh. McHugh finished 1st in the primary, but was outspent by Sausedo, who has backing from retiring Sup. Ron Gonzales and his organization...

☒ **Ventura** - A close race is expected on Nov. 5 when Camarillo Councilman Mike Morgan squares off against Kathy Long, a top aide to retiring Sup. Maggie Kildee. Long finished 1st in the primary with 33% vs. 30% for Morgan in a field of 4. Kildee is backing Long. Morgan is a county probation officer, yet law enforcement groups remain neutral...

☒ **Marin** - In the battle to replace retiring Sup. Gary Giacomini in the 4th District, many insiders rate the contest very close between environmental lawyer Dotty LeMieux (finished 1st with 37.5%) and developer Steve Kinsey(2nd with 33%). Giacomini and a coalition of groups back Kinsey. LeMieux and Giacomini aren't on good terms...

☒ **Santa Barbara** - Conservative/pro-business candidate Willy Chamberlin won a seat on the board against 5-term incumbent Bill Wallace in 1992, only to have the courts overturn his election after serving 18 months. In the March '96 primary, Chamberlin got

49% and now faces the pro-environment candidate Gail Marshall, who got 26% in the primary. Many think this race will be close due to the heavy GOTV efforts in the 22nd CD race between Seastrand(R) and Capps(D). In the primary, only 1,500 UCSB students voted. In 1992, there were some 10,000 UCSB voters...

☒ **San Bernardino** - In Dist. #3, sources believe that attorney/police commissioner Bill Lemann is a favorite to defeat former Sup. Dennis Hansberger, who was on the board from 1972-80. Lemann got 33% in the primary vs. 26% for Hansberger. If one looks at the money, it's very one-sided: Lemann \$236,000 vs. almost nothing for Hansberger --- as of the last report (6/30). Stay tuned...

CAMPAIGN '96: CALIFORNIA INITIATIVE UPDATE.

Editor's note: Here's another update about ballot measures...

◆ **Another 209 Debate** - This time it's in S.F. (sponsored by the Commonwealth Club @ their club office), 4:45 p.m., Oct. 8th --- featuring CCRI Chair Ward Connerly on the YES side vs. Mark Schickman, head of the S.F. Bar Assn., on the NO side. For info (415) 597-6705...

◆ **Endorsement Game** - Most major Calif. daily newspapers are now beginning to issue their recommendations for the various initiatives on the Nov. 5th ballot. #211, the Securities Fraud Initiative, has gotten the most attention so far, with the S.F. Chronicle, Oakland Tribune, San Diego Union/Tribune, San Jose Mercury and the McClatchy papers (Sacto, Modesto & Fresno BEEs) all against...

CAMPAIGN '96: CALIFORNIA ASSEMBLY CONTESTS.

Editor's note: Here's another update on two very important State Assembly races...

☒ **30th AD** - It's very tough to win a **write-in campaign** even with experienced pros, but when you dump your professional help, something's wrong. And that's what GOP Assemblyman Brian Setencich of Fresno did to savvy Demo consultants Larry Sheingold, Margaret Gladstein and Jim Alford. He told them he doesn't need their help in his up-hill write-in campaign against GOP nominee Robert Prenter. Instead, Setencich will

go with some local talent, Tim Orman, who we've never heard of. **Calpeek** called Setencich's campaign HQ several times, but our calls were not returned. Assembly Republicans will have to spend heavily here to insure a win for Prenter, who ambushed Setencich in the primary by a slim 500 votes. There is no Demo on the ballot, but Linda Morales is also running a write-in campaign. For Setencich to win, he's got to get very heavy free news media exposure (almost on a daily basis). Our sources also suspect that if this race is tight (in private polls), Demos will find a way to get some independent expenditure money to Setencich. One other thing: the word has gone out from the GOP powers that be: if you're a GOP officeholder, you'd better not publicly endorse Setencich. Outlook: advantage Prenter...

CALPEEK'S INFOBAHN: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

■ **Bergeson - On the Move, Again** - It seems like just yesterday (but it was 2 years ago), that Orange Co. Sup. Marian Bergeson quit her State senate job (with 2 years remaining on her term), to run for the O.C. Bd. of Supes. Now, with her term only half over, Bergeson is changing jobs once again --- this time replacing Mau-reen DiMarco as Calif. Sec. of Education...

■ **L.A. DA's Race** - Another book about the O.J. Simpson murder case is on the market. This newest one is called *Journey To Justice* by Simpson defense attorney Johnnie Cochran. And now there's already a big flap between Cochran and L.A. DA Gil Garcetti because (in the book) Cochran claims that Garcetti offered a plea bargain deal: 2nd degree murder. Garcetti denies it. Good stuff for talk tv/radio. FYI: L.A. Co. DA Gil Garcetti won the endorsement of the L.A. Co. Demo Central Cmt., while rival, Dep. DA John Lynch, was endorsed by L.A. attorney/talk show host Gloria Allred. And sources report that Lynch has raised about \$125,000 in the last 3 months (6/30 to 9/30), w/about \$50,000 cash on hand. Lynch has used part of his war-chest to buy onto 6-8 slates. Garcetti will have much more money...

■ **TV Campaign Coalition '96 Update** - The effort to get local tv stations to devote more time to covering the upcoming election is being resisted by most of the 7

English-language stations in L.A., but the 2 Spanish-language stations, KMEX (34) and KVEA (52), say they have beefed up their election coverage. The Coalition has asked tv stations to set aside 10 minutes for enhanced political coverage in every hour-long newscast from now to Election day. FYI: the 10/60 formula isn't a *quota*, as was suggested by one news director, but is rather a goal to shoot for during this election cycle...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● Pacific/West Communications Group has hired: John Smither as COO in the corporate office; Patrick Elliott as a mgt. associate for the Calif. region; and Derek Aney, Joe Toubes, Sean Donlon, Lauren Fasteau & Alexa Waltz as jr. mgt. associates for the Calif. and corporate offices...

● Pollster Paul Holm has left S.F.-based Charlton Reseach to form The Holm Group, 139 Henry Street, S.F. 94114. ☎(415)863-4444...

● On the move: Media & Associates moves to 1510 "J" Street, Ste. 125, Sacramento, CA 95814. ☎(916) 448-3278...

CALPEEK'S MARKETPLACE NETWORK

● **Public Relations Specialist** - South Orange County marketing communications firm seeking candidate with excellent writing/media relations skills; ability to pitch media, handle crisis communications; journalism and/or political background preferred. Candidate to write persuasive copy for public relations and political campaign departments (brochures, fliers, direct mail, promotional copy, newsletters, press releases, ballot statements, issue papers) and manage projects from conception to finished product. Minimum of three years professional writing/public relations experience, well organized, flexible and detail-oriented, a self-starter who can manage multiple projects. Candidates must have strong computer knowledge. Send your resume, two writing samples, and salary history to: PRS, HR Dept., 23332 Mill Creek Dr., Ste. 155, Laguna Hills, CA 92653. No phone calls please.

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